



WPTV

ORDER

Print Date 10/25/12

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Flight Dates **10/25/12-10/31/12**

Contract / Revision **315825 /**

Original Date / Revision
10/24/12 10/25/12

Advertiser **60 Plus Association**

Agency **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Product
60 Plus Association

Agency Com 15%

Billing Contact

**600 Fairmont Avenue - Suite #306
Towson, MD 21204**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2175**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	11	\$12,325.00	\$14,500.00	0.00
November 2012	7	\$8,882.50	\$10,450.00	0.00
Totals	18	\$21,207.50	\$24,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	11	\$12,325.00	\$14,500.00
10/29/12	10/31/12	7	\$8,882.50	\$10,450.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/25/12	10/26/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--- 11--	:30	2	\$650.00	P-2	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/25/12	10/31/12	--- 11--					2	\$650.00		0.00		
N 2	WPTV	10/25/12	10/26/12	M-F 530-6p M-F 530-6p	CM	530-6p	--- 11--	:30	2	\$3,000.00	P-2	0.00 NM	4	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/25/12	10/31/12	--- 11--					2	\$3,000.00		0.00		



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Contract / Revision **315825** Flight Dates **10/25/12-10/31/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:20:00

Advertiser **60 Plus Association**

Product **60 Plus Association**

Estimate # **2175**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WPTV	10/25/12	10/26/12	M-F 530-6p M-F 530-6p	CM	530-6p	--- 11--	:30	2	\$3,000.00	P-2	0.00 NM	4	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	--- 11--	2		\$3,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/25/12-10/31/12		M-F 530-6p See MG 2.3,2.4,2.5,2.6,2.7,2.8 [sold out]		530-6p	---ThF----	:30		(\$3,000.00)		0.00 NM		
2	WPTV	10/25/12-10/31/12		M-F 530-6p See MG 2.3,2.4,2.5,2.6,2.7,2.8 [sold out]		530-6p	---ThF----	:30		(\$3,000.00)		0.00 NM		
3	WPTV	10/25/12-10/31/12		Saturday Prime A Ⓜ See MG 2.9 [access]		8-9p	-----Sa--	:30		(\$1,000.00)		0.00 NM		
4	WPTV	10/25/12-10/31/12		Saturday Prime B Ⓜ See MG 2.9 [access]		9-10p	-----Sa--	:30		(\$1,000.00)		0.00 NM		
5	WPTV	10/25/12-10/31/12		Saturday Prime C Ⓜ See MG 2.9 [access]		10-11p	-----Sa--	:30		(\$1,000.00)		0.00 NM		
6	NPTV	10/25/12-10/31/12		Su 7-8a Ⓜ MG for 2.1,2.2 EQUAL ACCESS		7-8a	-----Su	:30		\$1,500.00		0.00 NM		
7	NPTV	10/28/12-10/28/12		SU 10-11am To the Point Ⓜ MG for 2.1,2.2 EQUAL ACCESS		10-11am	-----Su	:30		\$750.00		0.00 NM		
8	NPTV	10/28/12-10/28/12		SU 10-11am To the Point Ⓜ MG for 2.1,2.2 EQUAL ACCESS		10-11am	-----Su	:30		\$750.00		0.00 NM		
9	NPTV	10/25/12-10/25/12		M-F 11-1135p Ⓜ MG for 6.1,2.3,2.4,2.5		11-1135p	---Th-----	:30		\$4,000.00		0.00 NM		
N 3	WPTV	10/25/12	10/26/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--- 11--	:30	2	\$1,250.00	P-2	0.00 NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	--- 11--	2		\$1,250.00		0.00					
N 4	WPTV	10/27/12	10/27/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	-----S-	1		\$1,200.00		0.00					
N 5	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	-----S-	1		\$2,000.00		0.00					
N 6	WPTV	10/27/12	10/27/12	NBC Saturday Prime NBC Saturday Prime	CM	9-11p (9:00 PM-11:00 PM)	-----S-	:30	1	\$1,000.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/25/12	10/31/12	-----S-	1		\$1,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	10/25/12-10/31/12		NBC Saturday Prime See MG 2.9 [access]		9-11p	(9:00 PM-11:00)-----Sa--	:30		(\$1,000.00)		0.00 NM		
N 7	WPTV	10/28/12	10/28/12		CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00



WPTV

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Contract / Revision **315825** Flight Dates **10/25/12-10/31/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/25/12

Order Sep 00:20:00

Advertiser **60 Plus Association** Product **60 Plus Association**

Estimate # **2175**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Su 6-7a Su 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	-----S					1	\$500.00		0.00			
N 8	WPTV	10/29/12	10/31/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	111----	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	111----					3	\$650.00		0.00			
N 9	WPTV	10/30/12	10/31/12	M-F 530-6p M-F 530-6p	CM	530-6p	-11----	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	-11----					2	\$3,000.00		0.00			
N 10	WPTV	10/29/12	10/31/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1-1----	:30	2	\$1,250.00	P-2	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/25/12	10/31/12	1-1----					2	\$1,250.00		0.00			
													Totals	18	\$24,950.00